

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM299892

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Creative Crafts Group, LLC		03/12/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Macquarie US Trading LLC		
Street Address:	125 West 55th Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10019		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Registration Number:	3058377	CKU CREATING KEEPSAKES UNIVERSITY	
Registration Number:	2778816	CREATING KEEPSAKES	
Registration Number:	3110803	CREATING KEEPSAKES UNIVERSITY	
Registration Number:	3519851	CREATING KEEPSAKES	
Registration Number:	3091000	PAPER CRAFTS MAGAZINE	
Registration Number:	2146731	QUICK QUILTS	
Registration Number:	3748354	QUILTER'S HOME	
Registration Number:	1571806	SEW NEWS	
Registration Number:	2522439	STAMP IT!	
Registration Number:	3560492	VINTAGE QUILTS	
Registration Number:	4303582	SEW IT ALL	
Registration Number:	4380467	CLUB CK	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	513-241-2324		
Email:	lkrafte@whe-law.com		
Correspondent Name:	Lori Krafte		
Address Line 1:	Wood Herron & Evans LLP		

OP \$315.00 3058377

Address Line 2:	441 Vine Street, 2700 Carew Tower
Address Line 4:	Cincinnati, OHIO 45202-2917

NAME OF SUBMITTER:	Lori Krafte
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SIGNATURE:	/Lori Krafte/
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DATE SIGNED:	04/01/2014
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Total Attachments: 6

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GRANT OF FIRST LIEN
SECURITY INTEREST IN TRADEMARK RIGHTS

This **GRANT OF FIRST LIEN SECURITY INTEREST IN TRADEMARK RIGHTS** ("Agreement"), effective as of March 12, 2014 is made by **CREATIVE CRAFTS GROUP, LLC**, a Delaware limited liability company, located at 38 E. 29th St., New York, NY 10016 ("Creative Crafts Group"), as Additional Grantor, in favor of **MACQUARIE US TRADING LLC**, a limited liability company, located at 125 West 55th Street, New York, NY 10019, as Administrative Agent (the "Administrative Agent") for the several banks and other financial institutions (the "Lenders"), parties to the Credit Agreement, dated as of July 9, 2013 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the "Credit Agreement"), among New Publishing Holdings, Inc. ("Holdings"), F+W Media, Inc. (the "Borrower"), the Lenders and the Administrative Agent.

WITNESSETH:

WHEREAS, pursuant to the Credit Agreement, the Lenders have severally agreed to make Loans and other extensions of credit to the Borrower upon the terms and subject to the conditions set forth therein; and

WHEREAS, in connection with the Credit Agreement, the Borrower has executed and delivered a Guarantee and Collateral Agreement, dated as of July 9, 2013, in favor of the Administrative Agent (together with all amendments and modifications, if any, from time to time thereafter made thereto, the "Guarantee and Collateral Agreement");

WHEREAS, Section 5.9 of the Credit Agreement requires, Creative Crafts Group, as an additional grantor, to become a party to the Guarantee and Collateral Agreement and, accordingly, to pledge and grant to the Administrative Agent for the benefit of the Administrative Agent and the Lenders a continuing security interest in all Intellectual Property, including the Trademarks; and

WHEREAS, Creative Crafts Group has duly authorized the execution, delivery and performance of this Agreement;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and in order to induce the Lenders to make Loans and other financial accommodations to the Borrower pursuant to the Credit Agreement, Creative Crafts Group agrees, for the benefit of the Administrative Agent and the Lenders, as follows:

SECTION I. Definitions. Unless otherwise defined herein or the context otherwise requires, terms used in this Agreement, including its preamble and recitals, have the meanings provided or provided by reference in the Credit Agreement and the Guarantee and Collateral Agreement.

SECTION 2. Grant of Security Interest. Creative Crafts Group hereby grants a continuing security interest in all of the Borrower's right, title and interest in, to and under the Trademarks (including, without limitation, those items listed on Schedule A hereto) (collectively, the "Trademark Collateral"), to the Administrative Agent for the benefit of the Administrative Agent and the Lenders to secure the prompt and complete payment and performance when due of the Obligations. Notwithstanding the foregoing, this Agreement is not to be construed as an assignment of any trademark or trademark application and shall not be deemed to grant a security interest in any intent-to-use trademark applications filed in the United States Patent and Trademark Office, pursuant to Section 1(b) of the Lanham Act, 15 U.S.C. Section 1051, prior to the accepted filing of a "Statement of Use" and issuance of a "Certificate of Registration" pursuant to

[TRADEMARK SECURITY AGREEMENT]

TRADEMARK
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Section 1(d) of the Lanham Act or an accepted filing of an "Amendment to Allege Use" whereby such intent-to-use trademark application is converted to a "use in commerce" application pursuant to Section 1(c) of the Lanham Act, whereupon such application shall be automatically subject to the security interest granted herein and deemed to be included in the Trademark Collateral.

SECTION 3. Purpose. This Agreement has been executed and delivered by Creative Crafts Group for the purpose of recording the grant of security interest herein with the United States Patent and Trademark Office. The security interest granted hereby has been granted to the Lenders in connection with the Guarantee and Collateral Agreement and is expressly subject to the terms and conditions thereof. The Guarantee and Collateral Agreement (and all rights and remedies of the Lenders thereunder) shall remain in full force and effect in accordance with its terms.

SECTION 4. Acknowledgment. Creative Crafts Group does hereby further acknowledge and affirm that the rights and remedies of the Lenders with respect to the security interest in the Trademark Collateral granted hereby are more fully set forth in the Credit Agreement and the Guarantee and Collateral Agreement. In the event of any conflict between the terms of this Agreement and the terms of the Guarantee and Collateral Agreement, the terms of the Guarantee and Collateral Agreement shall govern.

SECTION 5. Counterparts. This Agreement may be executed in counterparts, each of which will be deemed an original, but all of which together constitute one and the same original.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed and delivered by their respective officers thereunto duly authorized as of the day and year first above written.

CREATIVE CRAFTS GROUP, LLC

By: _____

Name: James Ogle

Title: Chief Financial Officer

MACQUARIE US TRADING LLC

as Administrative Agent for the Lenders

By: _____

Name:

Title:

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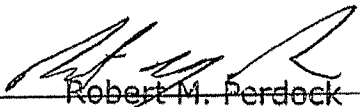
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CREATIVE CRAFTS GROUP, LLC


By: _____
Name: James Ogle
Title: Chief Financial Officer

MACQUARIE US TRADING LLC
as Administrative Agent for the Lenders


By:  _____
Name: Robert M. Perdock
Title: Managing Director

By:  _____
Name: Anita Chiu
Title: Associate Director

Schedule A
Creative Crafts Group, LLC

Mark	Country	Application Serial No.	Registration No.
CKU CREATING KEEPSAKES UNIVERSITY & Design 	U.S.	76/317,237	3,058,377
CREATING KEEPSAKES	Australia	933445	933445
CREATING KEEPSAKES	Japan	2005/47543	5112986
CREATING KEEPSAKES	South Africa	2005/19901	2005/19901
CREATING KEEPSAKES	South Africa	2005/19902	2005/19902
CREATING KEEPSAKES	South Africa	2005/19903	2005/19903

CREATING KEEPSAKES	South Africa	2005/19904	2005/19904
CREATING KEEPSAKES	South Africa	2005/19905	2005/19905
CREATING KEEPSAKES	South Africa	2005/19906	2005/19906
CREATING KEEPSAKES	U.S.	75/431,571	2,778,816
CREATING KEEPSAKES UNIVERSITY	Japan	2005-047544	4911819
CREATING KEEPSAKES UNIVERSITY	South Africa	2005-19907	2005-19907
CREATING KEEPSAKES UNIVERSITY	U.S.	76/317,236	3,110,803
CREATING KEEPSAKES & Design <i>creating</i> Keepsakes	U.S.	77/425,289	3,519,851
KEEPSAKES with Katakana キープセークス Keepsakes	Japan	2005-018879	4918214-2
PAPER CRAFTS MAGAZINE & Design <i>PAPER CRAFTS</i>	U.S.	78/326,879	3,091,000
QUICK QUILTS	U.S.	75/136,822	2,146,731
QUILTER'S HOME	U.S.	77/631,515	3,748,354
SEW NEWS	U.S.	73/716,392	1,571,806
SIMPLE SCRAPBOOKS	Japan	2005/047542	4,919,368
STAMP IT!	U.S.	76/231,968	2,522,439

VINTAGE QUILTS	U.S.	77/484,327	3,506,492
SEW IT ALL	U.S.		4,303,582
CLUB CK & Design 	U.S.	77/887,040	4,380,467